

Valid for 2022.HS

<b>Module Name: M&amp;A Integration Management</b>			
Module Code	w.BA.XX.2MAI.XX		
Module Description	M&As (Mergers and Acquisitions):Buying a company means making a big decision. In this module, students learn how to plan and execute an acquisition project as well as how to plan and implement the integration of a target company after its purchase. Preparing and implementing a company acquisition requires many resources and skills. With the amount of financial and human resources employed, failure is not an option. The module covers the following topics:- Project phases and stakeholders of an acquisition project- Success factors and stumbling blocks of integration management-Using integration management for performance transformationGuest lecturers will share their transaction experience with students.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>§ Business Administration - Specialization in Banking and Finance</li> <li>§ Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>§ Business Administration - Specialization in Banking and Finance (PiE)</li> <li>§ Business Administration - Specialization in Behavioral Design</li> <li>§ Business Administration - Specialization in Economics and Politics</li> <li>§ Business Administration - Specialization in General Management</li> <li>§ Business Administration - Specialization in General Management (Flex)</li> <li>§ Business Administration - Specialization in Marketing</li> <li>§ Business Administration - Specialization in Risk and Insurance</li> <li>§ Business Information Technology</li> <li>§ Business Information Technology - Specialization in Business Information Systems</li> <li>§ Business Law</li> <li>§ International Management</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Institut für Financial Management (IFI)		
Module Coordinator	Markus Braun (brau)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	Strategic management, financial accounting, project management, and international business		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ know the basic terminology of mergers and acquisitions (M&amp;As).</li> <li>§ explain the interrelationship of the various stakeholders in an M&amp;A transaction.</li> </ul>		

	§ know the M&A process (project phases) and are able to explain and implement its steps in the context of various situations of companies. § apply various methods to evaluate companies § are able to use purchase price allocation to determine the value of a company § analyze an M&A process from different perspectives § participate in discussions and presentations of case examples and studies, using the correct terminology, instruments, and methods.		
Module Content	§ Introduction and principles of M&A management § M&A process/project phases: Success factors and stumbling blocks § Company evaluation: Evaluation methods and purchase price allocation § Acquisition management: Strategic analysis phase and transaction phase § M&As: Success due to integration management / an integration module in five steps § Complex case study of the sale of an international retail company § New trend: Global transactions in specific industrial sectors		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.1MASA.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Project Work	<b>Social Settings Used:</b> Group Work	
Digital Resources	Teaching Videos		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	20 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>20 h</b>	<b>42 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Online quiz	Grade	15	20,00 %
Talk/oral presentation	Grade	30	70,00 %
Individual contribution to class discussions	Grade	-	10,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other  Attendance is mandatory for guest lectures and student presentations.		
Language of Instruction/Examination	English		
Compulsory Reading	Bergamin, S. & Braun, M. (2018). Mergers & Acquisitions: Integration and Transformation Management as the Gateway to Success. 1st edition. Cham: Springer. ISBN 978-3-319-60503-6.		
Recommended Reading	Frankel, M. (2017). Mergers and Acquisitions Basics. 1st edition. New Jersey: Wiley. ISBN 9781119273479.		
Comments	-		